

BURGER KING PORTUGAL



In Portugal in 2013, Burger King recovered a substantial part of the sales lost in previous years, ending the year with a total of 39 units, one more than last year, and 480 employees.

The new unit is located in Mem Martins, Sintra, and has seating for 120. In addition to having drive-through service it also has Play King Virtual and the Free Refill system. The opening entailed a major investment and was a great success.

In the past year, Burger King increased its advertising spending, specifically, in general-interest television channels (TVI and SIC), in Cabo channels, on the radio, on outdoor platforms and billboards, and intensified the use of LSM (Local Store Marketing).

We made several changes to the advertising strategy: products of €1 will be continuously advertised at the entrance of establishments.

Giving priority to the units which have been in operation longer, 16 establishments were refurbished, bringing them into line with the eight that were re-

modelled in 2012. The renovated establishments were the Dolce Vita Douro, Dolce Vita Antas, Norte Shopping, Ikea Matosinhos, Área de Serviço Prio de Póvoa de Varzim, Parque Nascente Gondomar, Fórum Coimbra, Dolce Vita Coimbra, Serra Shopping, Contínente de Aveiro, S. João da Madeira Shopping, Castelo Branco, Vasco da Gama, MM Areeiro, Odivelas Parque, Dolce Vita Tejo, Cascais, Fórum Montijo, Fórum Algarve, Algarve Shopping, Madeira Shopping, Dolce Vita Funchal and Parque Atlântico.

In all outlets the new Whopper & Fries platform was installed, in order to attend to customers' needs more efficiently. As a result of this initiative, the Whopper is prepared the moment it is ordered, thereby adding more value to customers' experience.

We still use the Refill system in the Colombo, Norte Shopping, Mem Martins, Asa Norte, Algarve Shopping, Nó do Fojo and Cascais establishments. This system allows customers to refill their soft drinks free of charge as many times as they like for thirty minutes.